## Claims

1. A method of bonding at least one flat ribbon cable adhesively to a substrate, which comprises:

a) inserting the flat ribbon cable into a mount to which the flat ribbon cable is temporarily fixed,

b) applying at least one double-sided adhesive tape section to the flat ribbon cables,

c) moving the flat ribbon cable and the substrate relative to one another, and

d) adhesively bonding the at least one flat ribbon cable to the substrate by the at least one double-sided adhesive tape section, so that when the mount is removed from the substrate the flat ribbon cable is detached from the mount.

2. Method according to Claim 1, wherein
the adhesive bonding of the at least one double-sided adhesive tape section to the flat ribbon cable takes place by means of an apparatus for unrolling a backing material web, present on a roll, with the at least one double-sided adhesive tape section, said apparatus comprising the following components:

a) a handle fitted to a base plate,

b) a receiver mounted rotatably on the base plate and intended for the roll of backing material web,

c) a pressure roller which is mounted rotatably on the base plate and which during a dispensing operation brings the backing material web with the at least one double-sided adhesive tape section into contact with the substrate and, via for the roll, is guided in such a way that the at least one double-sided adhesive tape section is dispensed onto the substrate from the backing material web during the dispensing operation,

d) a drive roller which is mounted rotatably on the base plate and via which the backing material web with the at least one double-sided adhesive tape section is guided in such a way that the drive roller rotates synchronously with respect to the speed of the backing material web,

e) a receiver roller which is mounted rotatably on the base plate and which receives the backing material web after the at least one double-sided adhesive tape

section has been dispensed, and which, optionally, is set in rotation via a belt by the movement of the drive roller.

3. Method according to Claim 2, wherein the drive roller is disposed between the receiver for the roll of backing material web and the pressure roller and/or
a guide roller is disposed between the receiver for the roll of backing material web and the drive roller.

4. Method according to Claim 2, wherein on an axle which can be fixed on the handle there is an adjustable positioning aid, optionally, in the form of a rotatably mounted shaft which can be fixed by screwing, via which the backing material web is guided from the receiver for the roll of backing material web in the direction of drive roller.

5. Method according to Claim 2, wherein the handle and all other components can be mounted in mirror-image form on the base plate.

6. Method according to Claim 2, wherein in the receiver for the roll of backing material web there is an adjustable brake, which is, optionally, a friction brake.

7. Method according to Claim 2, wherein one side of the pressure roller is fixed on the base plate and another side carries a counterplate, the counterplate and the base plate being of prolonged design in the direction of the handle in the event the apparatus is designed to be pushed during the dispensing operation.

8. Method according to Claim 2, wherein the apparatus is guided by a robot, so that the at least one double-sided adhesive tape section is applied to the flat ribbon cable at a precisely predetermined location.

9. Method according to Claim 1, wherein the mount is designed in the form of a channel having side walls that bracket the edges of the flat ribbon cable, so that the flat ribbon cable is fixed mechanically in the channel.

10. Method according to Claim 9, wherein the height of the side walls of the channel corresponds approximately to the sum of the thickness of the flat ribbon cable and of the at least one double-sided adhesive tape section.

11. Method according to Claim 9, wherein the channel is equipped with an adhesive tape coating to which the flat ribbon cable is laminated, and the laminated cable is incapable of moving in a lengthwise direction in the channel.

12. Method according to Claim 11, wherein the adhesive tape coating is a double-sided adhesive tape coating.

13. Method according to Claim 1, wherein the substrate is an interior decorative component of a passenger car.

14. Method according to Claim 13, wherein the interior decorative component of a passenger car is selected from the group consisting of the roof lining, door side part and boot lid.